

Message Text

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47

ACTION AF-06

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FM AMCONSUL JOHANNESBURG
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3733
AMEMBASSY PRETORIA

UNCLAS JOHANNESBURG 189

E.O. 11652: N/A

TAGS: BDIS, SF

SUBJECT: TRADE COMPLAINT: AUDIO VISUAL SOUTH AFRICA (PTY) LTD
V. LEARNING CORPORATION OF AMERICA.

1. AUDIO VISUAL SOUTH AFRICA (PTY) LTD (AUSA) OF BOOYSENS RESERVE JOHANNESBURG, HAS REPRESENTED THE LEARNING CORPORATION OF AMERICA 711 FIFTH AVENUE, NEW YORK, NEW YORK, IN SOUTH AFRICA SINCE MAY 1971. THIS AGREEMENT WAS REACHED THROUGH AN EXCHANGE OF CORRESPONDENCE, STATING THAT THE ARRANGEMENT WOULD BE MUTUALLY EXCLUSIVE.

2. DEALINGS BETWEEN THE TWO COMPANIES HAVE BEEN MORE THAN SATISFACTORY WITH SOME \$15 - \$20,000 OF BUSINESS TRANSACTED EACH YEAR. AUSA HAS DONE ALL PROMOTIONAL WORK AND HAS SUCCEEDED IN SETTING UP AN EXTENSIVE FILM LIBRARY SYSTEM USED BY SCHOOLS, UNIVERSITIES, ETC. THROUGHOUT SOUTH AFRICA.

3. FOR THE PAST SIX TO EIGHT MONTHS AUSA HAS BEEN HOLDING DISCUSSIONS WITH THE SOUTH AFRICAN BROADCASTING CORPORATION (SABC) TOWARD PLACING LCA'S FILMS WITH SABC, FOR WHICH A GOOD SALES POTENTIAL EXISTS.

4. AUSA WAS DISTRESSED TO RECEIVE A LETTER DATED FEBRUARY 4, 1975, FROM WILLIAM F. DEENEN, PRESIDENT OF LCA, STATING THAT AUSA MAY NOT PROCEED WITH FURTHER DISCUSSIONS WITH SABC BECAUSE QUOTE NEGOTIATIONS ARE UNDERWAY WITH A SOUTH AFRICAN FIRM WHICH WOULD HANDLE LCA PRODUCTS FOR TELEVISION AS WELL AS IN OTHER MARKETS. END QUOTE AUSA CANNOT UNDERSTAND THE REASONING BEHIND LCA'S ACTION
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AND IS PREPARED TO TAKE THE MATTER TO COURT.

5. APPRECIATE USDOC'S ASSISTANCE IN DISCUSSING THIS DISPUTE
WITH LCA. COPIES OF PERTINENT CORRESPONDENCE BEING AIRPOUCHED.
GUTHRIE

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